Rover 2300 Rover 2600 Rover 3500

The Rover Tradition

Rover Design

The birth of a new Rover has always been something more than the launch of a new car. It marks a turning point in design, sets the standard of things for years to come. The introduction of the Rover 2000 in 1963 was a revolution in design thinking (it won the 1963 Best Car of the Year Award), combining creative engineering with a style that never dated – a glance at its contemporary competition proves that. The new Rovers set a new bench mark in design; design that works, design that will last. The new tradition of Rover design is detailed on pages 4 and 5.

Rover Quality

Quality in a car is more than the grade of carpeting on the floor. Quality is about care in design and construction, craftsmanship, attention to detail, pride in the finished product. These are the qualities that have distinguished Rover in its history of fine cars; these are the qualities that motivate the people who design, engineer, build and test the new generation of Rovers. The standards they achieve in the tradition of quality are detailed on page 6.

Rover Reliability

Rover has long been a name to rely on. In spite of their very different characters, Rover saloons, Land Rovers and Range Rovers, are all built to the same high standards that have made the Rover name famous in every climate and country in the world. The new Rovers are no exception – no effort has been spared, no detail missed in building the new tradition of reliability. Read about it on page 7.

Rover Safety

Of all the things Rover stands for, safety is probably the most valued and most renowned. The Rover 2000 was awarded the first ever AA Gold Medal for Safety. The new Rovers are pathfinders in safety design and safety features. Read about the new tradition in safety on pages 8 and 9.

Rover Comfort

The comfort of a Rover has always been something people find hard to give up. It's a matter of quality and technology. Seats that are designed for correct support feel more comfortable; controls and instruments that are easy to use and see, look elegant; a superior quality cloth is both more durable and more comfortable.

Interior of a 1975 Rover 2200.

The new tradition of Rover comfort is a combination of Rover quality with today's science. Read about it on page 10.

Rover Performance

Rover has not sought to make its name on the Grand Prix circuits, though it has had its successes at Le Mans and in rallying. Rover has sought to build cars that cover distances effortlessly, quietly, safely and economically. Rover engines and innovatory drive and suspension systems are justly famed for their performance on the road.

The new Rovers add a new dimension to the tradition of performance. Read the facts on page 11.

The New Tradition

The New Trad

The Design Team

A new Rover does not emerge from a computer. It is the creative product of a group of designers, engineers and technicians. Computer aided certainly, like most new car designs, but the difference at Rover is the quality of the people. The Rover team is the most successful in Europe. Spencer King, David Bache, John Lloyd and their colleagues have produced a car that has won every major industry award. To quote David Bache, Director of Styling, "on a project as complex as the new Rover, with so many different skills employed, it is extraordinary how little conflict of opinion there was. I think it shows."

The Awards for Design

The most decorated car in Britain

Never before has a new car been so highly prized. No British car has ever won so many awards in the first year of its life.

The Car of the Year Award

This award is given by a panel of 49 experienced motoring journalists from 15 European countries, and distinguishes the outstanding new motor car launched in Europe. Rover won the award against some very good new cars from major European and multinational companies.

The Don Safety Trophy

In awarding the trophy to the new Rover, the panel of judges had this to say...
"... no other car ... appears to have so many safety features incorporated at the design stage."

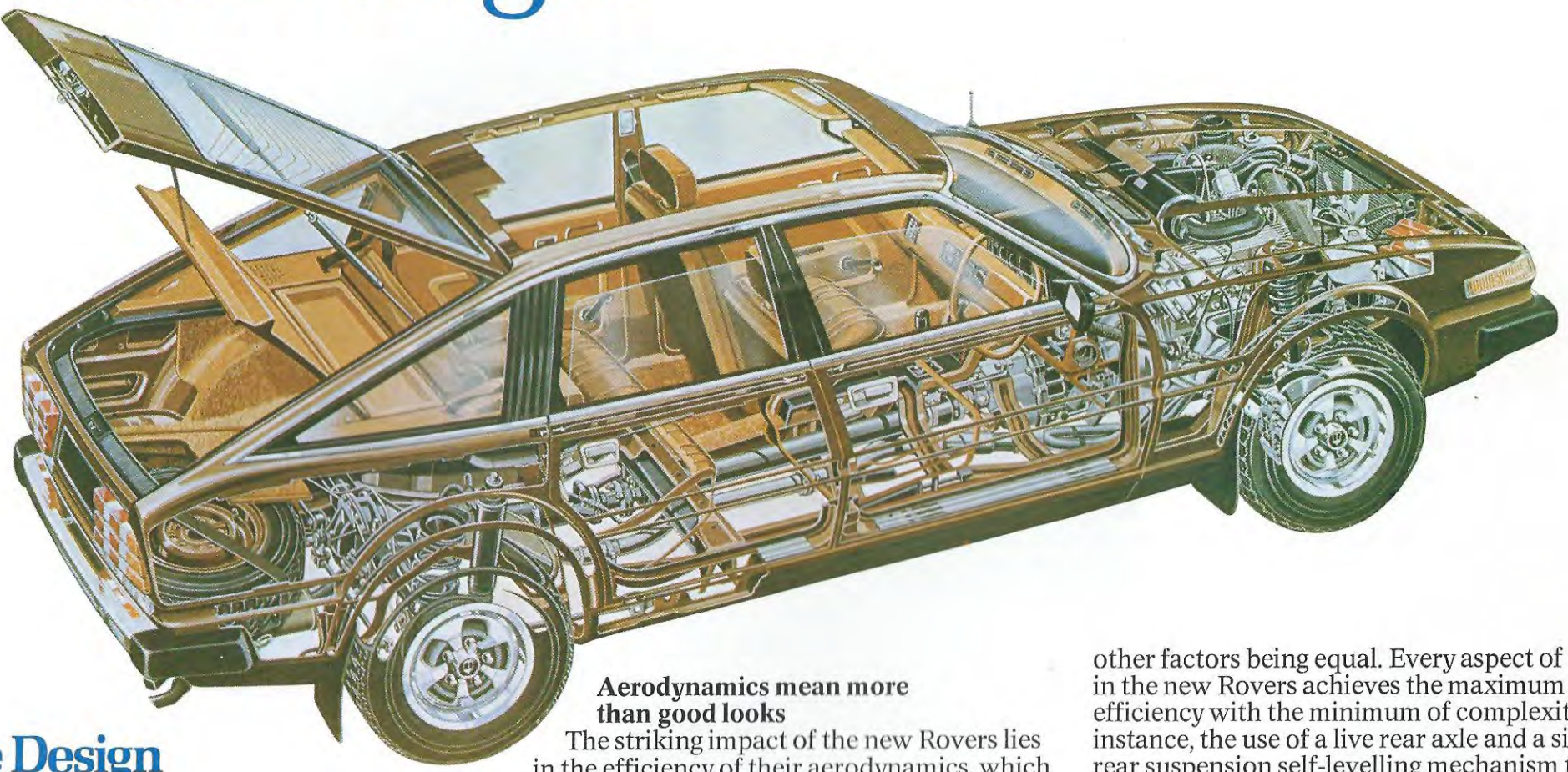
The AA Gold Medal

Perhaps the most coveted of prizes, the AA Gold Medal, first won by the Rover 2000, is awarded to the new Rover as "a major contribution to the safety, comfort, economy, enjoyment and advancement of motoring."

The Style Auto Award

An award Rover are particularly proud to have won, the Style Auto Award is given by a panel of leading European car designers, who give their approval to nothing less than excellence.

ition of Design



The Design Philosophy

Simple is beautiful

The new Rovers take the form they have because of a deliberate policy towards simplicity. The design team have avoided over-complicated structures, simplified all design aspects and then refined and refined again to produce a superbly efficient design with a minimum of applied decoration. The result is a car that's outstanding in performance, simple to maintain and beautiful to look at.

Aerodynamics mean more than good looks

The striking impact of the new Rovers lies in the efficiency of their aerodynamics, which give low wind resistance and a drag coefficient exceptionally small for cars of such size. The benefits are safe, lively performance and efficient petrol consumption. The correctly balanced profile with a front 'spoiler' minimises lift at high speeds, and gives outstanding road-holding and straight line stability even in strong cross winds. The result is a strikingly individual body shape with a feeling of timeless good design.

Engineering at its simple best

It is a fundamental engineering axiom that the best solution to a problem is the simplest, other factors being equal. Every aspect of design in the new Rovers achieves the maximum of efficiency with the minimum of complexity; for instance, the use of a live rear axle and a simple rear suspension self-levelling mechanism to maintain correct ride height whether the car is full or empty. At every point, the simple answer has been found and refined to give the best results.

Elegance in space and comfort

Elegant is the one word which describes the styling philosophy behind the design of the interior of the new Rovers. Today's motorists need space, both for passengers and for luggage, but do not want mere useless size in a motor car.

Space in the new Rovers is practical, usable and can be adjusted to carry widely differing loads – true elegance of interior design.

The new Tradition of Quality

The new Factory

From their earliest conception, the new Rovers had the full benefit of modern automotive technology.

A new, 1·5 million sq. ft. manufacturing plant (right) was specially created to build the new Rovers. The factory, which cost £85 million to build, is equipped with the most advanced machinery and monitoring systems in the world, featuring modern, enjoyable working conditions.

New Standards of Quality Control

The quality of a car begins with the quality of the materials used to build it. The new Rovers start life with the advantage of the best materials available. Just two examples: the bumpers on the Rovers are made from high quality stainless steel, the material for the seating is top grade cropped velour.

As a new Rover proceeds down the assembly line, it is subjected to an average of 700 quality control checks at 10 inspection stations.

These are no ordinary checks: the Rover plant and control systems are designed to produce cars which conform to the quality standard approved by NATO in the requisitioning of all their equipment.

Before assembly in the finished car, every Rover engine is balanced, finely tuned and tested. And finally, after all the post-assembly checks, a random selection of completed cars are taken out on the test track by specialist engineers who assess performance on the road.

Final engine inspection
Before being fitted, all engines are hot-bench tested.

Paint inspection
The final paintwork of every Rover is subjected to stringent examination.

Water test
One of the final stages in the comprehensive test programme.

Rolling road test
Every Rover is checked for engine, brakes, steering and transmission efficiency at up to 50 mph.

Test track run
A selection of Rovers are taken from the production line and road tested on our own test track.

The new Tradition of Reliability

Body Protection

Rover have a long tradition of building quality cars that last. That tradition has been extended and enhanced in the new generation of Rover saloons . . .

Underbody seal

The underside of the car is protected by a bitumen-based coating.

Zinc-coated steel sills

The more vulnerable steel sills are zinc-coated for extra protection against corrosion. Both the sills and the rear valance panel are additionally protected with Plastisol.

Thermoplastic paint

A new thermoplastic paint process gives the Rover excellent colour-retention properties. In addition to the four high gloss top coats each car undergoes four separate preparation and priming processes which ensure a durable quality finish.

Pressure ventilated body sills

A car's body sills trap moisture. Moisture breeds rust. Rust destroys bodywork. In the new Rovers, air is fed from the bonnet intake, then channelled through the body sills until it is sucked out at the rear of the car drying all moisture from the body frame.

Smooth wheel arches

The Rover wheel arches are perfectly round and smooth: allowing water which is thrown up into the arch to be cleared straight down again, dramatically cutting the chances of dirt or rust attack.

Aluminised exhaust

The exhaust system has been aluminised at its most vulnerable points, giving it a much longer life than a conventional system.

Tried and tested engines

The new Rover engines have been rigorously tested over hundreds of hours and many thousands of miles.

The 3500 is powered by the famous Rover V8 engine with aluminium alloy cylinder head and block, specially improved to maximise the new car's performance. It now develops 155 bhp at 5250 rpm aided by the new electronic ignition system.

The engines of the 2300 and 2600 are completely new, 6-cylinder in-line units with aluminium heads and belt driven over-head camshafts. The slant valve crossflow configuration is based upon a design which won a Design Council Award and has outstanding motor sport successes to its credit.

The two new engines are designed for reliability, efficiency and simplicity differing only in crankshaft stroke, piston specification and carburettor tune.

Diagnostic servicing facility

The diagnostic point fitted to each Rover engine is a special development designed to help Service Engineers make swift, accurate assessments of the engine's performance. The packs monitor engine timing, and idling speed. Use of the diagnostic pack makes sure your car is always maintained at optimum running condition.

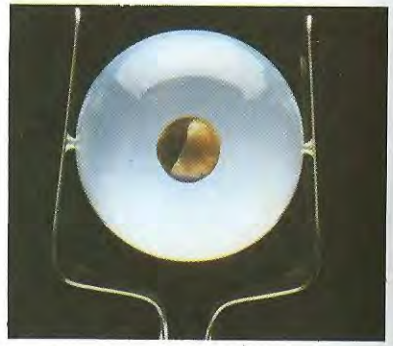
Supercover protection

The new Rovers come to you after a final, thorough 69-point checkout by your Rover dealer. In addition, Supercover provides free membership of the AA's emergency breakdown and get-you-home services, unlimited mileage warranty for a full year and an option to extend warranty, at favourable prices, for a second year.

The new Trad

Safety has always been a quality associated very closely with Rover cars. Throughout the marque's history Rovers have constantly set new standards of motoring safety.

The new Rover 3500 carries this tradition to new heights. With special reference to its safety innovations, an international jury voted the new Rover Europe's Car of the Year 1977. It was also awarded the Don Safety Award (right).

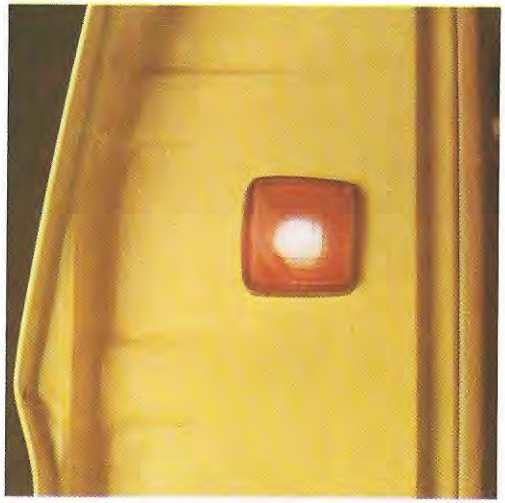


Safety in being seen

Rear high-intensity foglamps are fitted as standard. The rear foglamps deploy five times the wattage of the tail lights.

Hazard warning lights, actionable in any emergency, are part of the Rover's standard equipment, monitored on the car's instrument panel.

Door guard lamps are benefits not shared by any other car in the Rover's price range. When a door is opened, the guard lamp set in the door panel lights automatically as a warning signal to passing cars, cycles or pedestrians. On the 2300, powerful reflectors replace the guard lights.



Safety in seeing

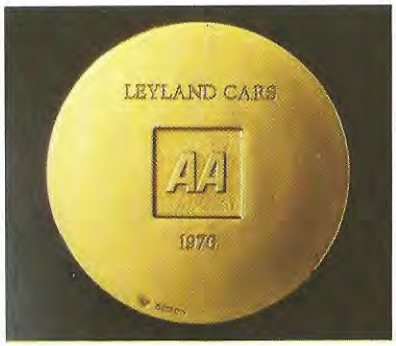
An internally-adjustable door mirror is an extremely valuable standard fitting. The glass is kept clean by a weather-cowl, the angle of vision can be exactly adjusted from the driver's seat and 'dipped' at night.

2-speed wipers and electric washers are controlled from stalks on the steering column. An intermittent-wipe facility is also fitted as standard equipment on the 3500 and 2600, with a flick-wipe control for the 2300.

A heated rear window lets you see what's going on behind, come rain or shine.

Side window demisters are another standard feature: air is ducted through a channel right into the structure of the side doors and blown up across the front side windows keeping them clear at all times.

ition of Safety



The crowning accolade was the presentation to the new Rover by the AA of its coveted Gold Medal of 1976, awarded for the car's advancement of safety on the road.

The three new Rovers can be considered to be among the safest cars in the world, both in terms of their overall design and their detailed equipment.

Some features help to prevent accidents; some help to avoid accidents in dangerous situations: and some protect the car's occupants if an accident does occur.

Safety in avoiding accidents

All the Rover's major supply and support systems – fuel, oil, battery and so forth – can be monitored continuously via a grid of system failure warning lights. Particularly notable are the brake failure warning light and, on the 2600 and 3500, the comprehensive bulb failure light, signalling failure of any side, brake, tail or number plate lights.

The new Denovo option: Dunlop have developed and perfected a new, quiet-running long-life Denovo 'run-flat' tyre which is available as an option on all the new Rovers. Denovo tyres give you the security of in-line stability during a blow-out, the ability to drive up to 100 miles (at up to 50 mph.) before a repair is necessary, and they release more boot space, since there is no need to carry a spare wheel.

Dual circuit braking is standard: there are two separate servo-assisted braking circuits. If one circuit fails, the brake warning light comes on and all hydraulic brake pressure is instantly applied to the second circuit. The same warning light goes on if the brake fluid level falls too low.

Safety in accidents

Energy-absorbing compression struts are incorporated into the sides of the Rover's strong, monocoque bodyshell. In a serious collision, the struts will absorb the crash energy, protecting the passenger area.

The fuel pump is fitted with a *cut-out switch.* In an accident, when the engine stops, fuel is cut off to prevent spillage.

After laboratory tests, the simulated head on the right dramatically proves the safety value of Triplex Ten Twenty glass in an accident.

The facia, steering wheel and head restraints are padded and the steering column collapses under impact giving comprehensive occupant protection.

Seat-mounted safety belt anchorage means that, unlike conventional floor mounted belts, whatever size or shape the seat's occupant, or whatever the chosen position of the seat, the lap-belt is always positioned across the occupant's pelvis.

The Rovers are also fitted with the safest available windscreen in the world, new, *Triplex Ten Twenty.* Under stone impact it merely chips; retaining visibility. In a severe collision, the laminated glass forms smooth, powdery particles which dramatically reduce the risk of facial laceration. The windscreen itself will flex under head impact, creating a cushioning effect which retains the occupants in the car.

The new Tradition of Space and Comfort

Comfort

In all senses, the new Rovers are extremely comfortable cars. Some aspects of their comfort can only be experienced: the ride in a new Rover is smooth, quiet and very satisfying for driver and passenger alike.

Other aspects of Rover comfort are more immediately apparent: the easy to clean cut-pile velour seats are carefully designed to fit and support your back; the steering column can be easily adjusted to fit any height and reach.

Heating and ventilation are of a high standard of efficiency. Face-level vents are set in the facia, heating vents for front and rear are set in the transmission tunnel. Rear extractor vents maintain a through-flow of air. In heavy traffic, the fan can be set to exclude exterior fumes, and the booster has a third silent speed which changes the air every 18·5 seconds.

Security

Car theft is a fact of life, and the new Rovers make tempting targets. Consequently, interior glove compartments are lockable; the fuel cap is lockable; and the driver can, by actioning one control in his arm-rest, lock all five doors instantly.* When the rear parcel shelf is in position it hides all the contents of the boot space, which can only be reached through the rear door with its separate lock.

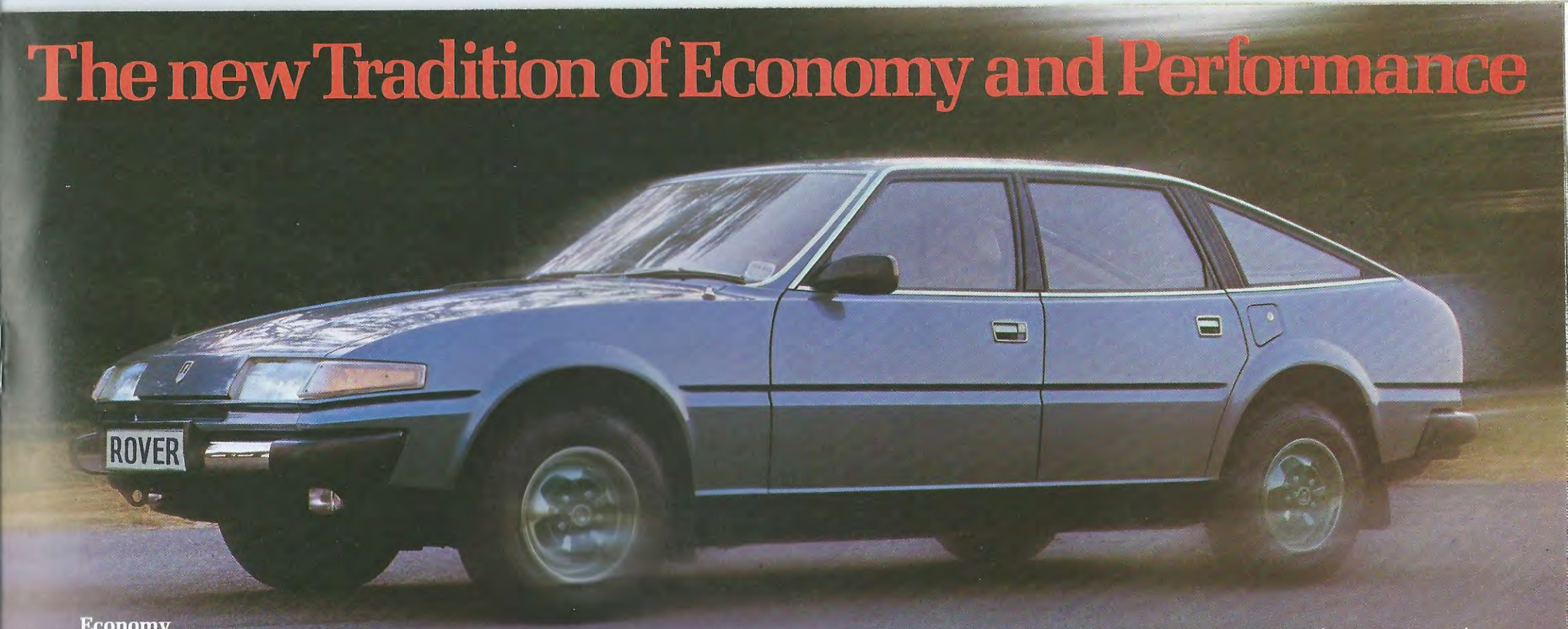
*Not available on the 2300 and 2600.

Space

The new Rovers are five-seater saloons. With two people in the rear seat, an armrest is available for their comfort. Passenger space has been increased in the new Rover range, both in front and rear. Front seat leg-room now reaches a roomy maximum of over 41 inches. Load space in the new Rovers is practical and versatile.

The boot, reached through the tailgate door which rises on gas-filled struts, is usable in three ways:
1. As a normal boot, with the parcel shelf in position.
2. As a deeper boot when the panels over the spare wheel are removed, (the spare wheel can be flat on the floor, at the side of the boot or, in the case of a model with the Dunlop Denovo option, absent altogether).
3. And with the rear seat folded forward, the boot becomes a luggage space of 35.4 cubic feet, larger than many estate cars.

The new Tradition of Economy and Performance



Economy

Fuel consumption figures for the new Rovers are given on pages 15, 17 and 19. You'll find them uniquely economical for a range of cars this roomy and this powerful.

The new Rovers are designed for an age of increasing concern for motoring economy.

The combination of a 'slippery' aerodynamic shape, a range of efficient engines and the availability of a gearbox with an overdrive 5th gear (standard on 2600 and 3500) contribute to the remarkable fuel economy of the range.

Roadholding

The new Rovers, though large cars, invariably surprise a new owner by their zestful, responsive handling. The cars have a long wheelbase, with specially designed suspension systems. Rack and pinion steering, power-assisted in the 2600 and 3500, and steel-braced radial tyres, all contribute to straight-line stability and lack of roll on corners, whether the cars are lightly or fully loaded.

Performance

You'll find details of the road performance of each of the three new Rovers in the later, model-by-model pages of this brochure.

But it's worth noting here that the new Rovers are exactly what they look: high performing saloons, built to go fast and safely. Recent modifications to the famous V8 engine including electronic ignition to expand the rev range, give you a higher brake horsepower, which in turn gives you improved performance. The two new engines, 2300 and 2600, have been built to the same principle of maximising performance without sacrificing economy, whether fitted with the manual or optional automatic transmission.

The Rover 2300

The car that combines the benefits of the new Rover tradition with economy. Full details on pages 14 and 15.

The Rover 3500

The outstanding car that set the standard for the new Rover tradition, unmatched in performance and quality. Full details on pages 18 and 19.

The Rover 2600

The central car in the new range, including many of the award-winning features of the 3500. Full details on pages 16 and 17.

The Rover 2300

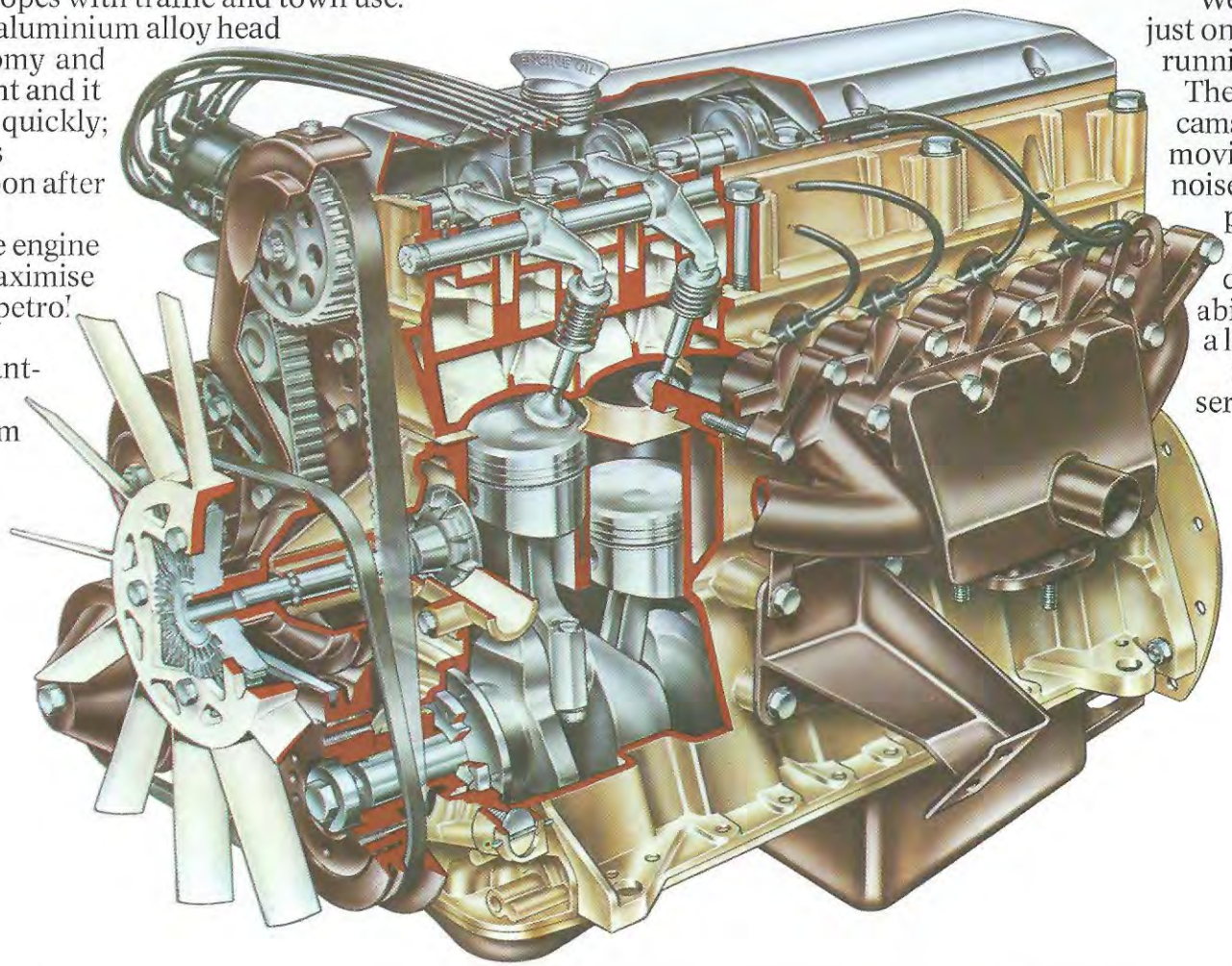
A new source of power

The 2300's engine (actual displacement 2350cc) gives a smooth and effortless performance. It is a 6-cylinder in-line power unit of completely new design developing 123 bhp. At the same time, it is a refined, thoroughly tested engine that gives both a faster, and smoother performance than its competitors, many of which have only 4 cylinders. It also has the tractability that copes with traffic and town use.

The gravity die-cast aluminium alloy head contributes to fuel economy and engine efficiency: it is light and it conducts heat extremely quickly; warming the engine to its optimum temperature soon after starting.

Other features of the engine have been designed to maximise efficiency and cut down petrol and oil wastage: a highly successful cross-flow, slant-valve configuration has been used, a similar system to that already proved through many rally and motorsport successes.

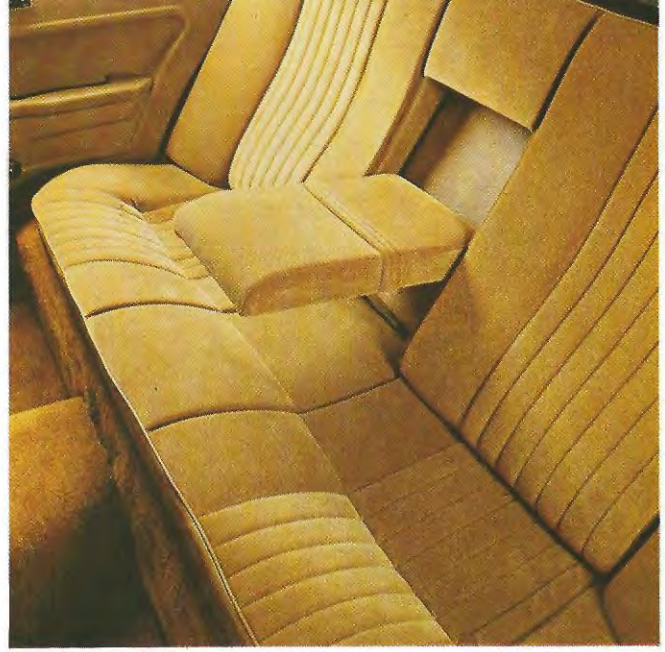
The Air Temperature Control system, a Design Council Award winner, ensures that the fuel/air mix occurs at the most efficient temperature, again minimising fuel wastage. The twin carburettors and twin exhaust manifolds help the efficiency of carburation and emission.



We attach importance to noise-levels: just one example is the use of a quiet-running, viscous-coupled cooling fan. The toothed belt driving the overhead camshaft cuts the number of necessary moving parts and, as a result, engine noise. Every engine component, particularly the induction-hardened crankshaft, has been designed and engineered for durability, to give the new 2300 engine a long, efficient life. A diagnostic pack is included for quick, accurate servicing.

Clear information.

Comprehensive equipment.



Interior comfort.

Standard fitted refinements.

Pressure ventilated body sills+full underbody protection+stainless steel bumpers+aluminised exhaust system+Triplex Ten Twenty safety laminated windscreen+reclining front seats+head restraints+rear centre armrest+C.O.1 velour upholstery with sewn pleats+cut pile carpeting+ integral inertia reel front belts+high intensity rear fog lamps+reversing lights+cigar lighter and clock+diagnostic servicing point+push button radio with twin speakers and aerial+dual braking circuit with automatic pressure-limiting valve+4-speed manual transmission+3-speed heating and ventilation blower+front side window demisting+internally adjustable driver's mirror+standard Caviar facia and minor trim+trimmed steering wheel adjustable for reach and rake+steel braced radial tyres.

Options

* 5-speed manual gearbox.
* Automatic transmission.
* Power steering.
* Dunlop Denovo wheels and tyres.
* Tinted windows.
* Rear seat belts.
* Halogen headlamps.
* Passenger door mirror.
* Front foglamps.
* Push button radio and cassette player with 4 speakers.
* Metallic paint finish.
* Sunshine roof.
* Seat facings upholstered in leather.

Performance

These figures are supplied by Leyland Cars Engineering Division.

0–30mph (secs)	4.2
0–60mph (secs)	11.5
30–50mph (secs) (4th gear)	10.4
Maximum speed (mph)	114
Mpg at constant 50mph	34.0
Touring mpg	25.4

The Rover 2600

A new dimension of performance and comfort

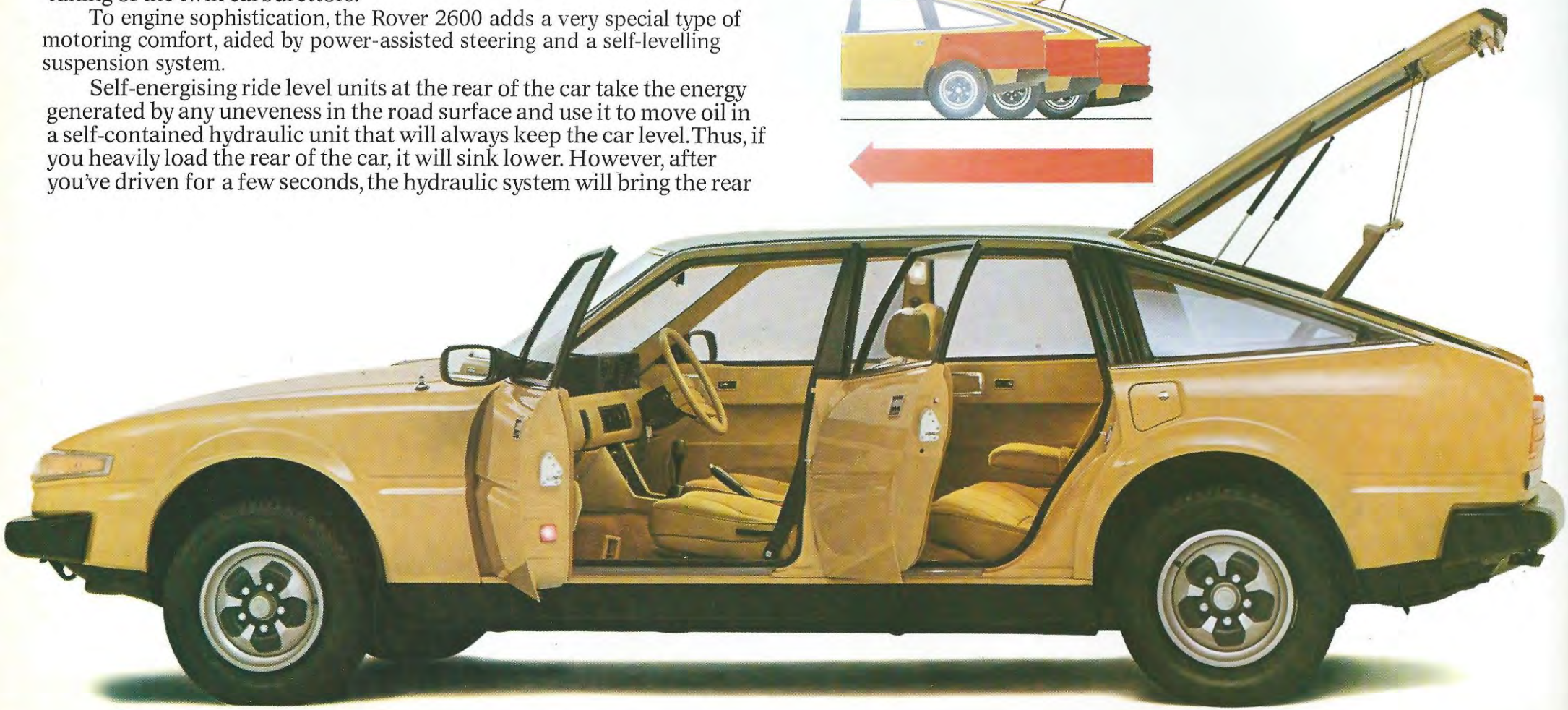
Like the 2300, the new Rover 2600 is equipped with a totally new engine, meticulously designed to create a stimulating performance without any loss of fuel economy.

The power unit is essentially the same, high-efficiency layout as that used for the 2300, developing a maximum 136 bhp at 5000 rpm. The differences lie in the stroke of the crankshaft, the piston specification and the tuning of the twin carburettors.

To engine sophistication, the Rover 2600 adds a very special type of motoring comfort, aided by power-assisted steering and a self-levelling suspension system.

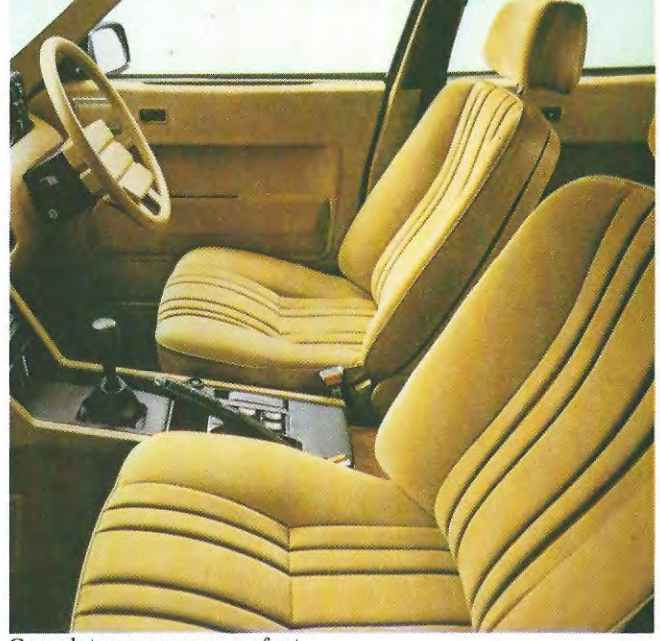
Self-energising ride level units at the rear of the car take the energy generated by any uneveness in the road surface and use it to move oil in a self-contained hydraulic unit that will always keep the car level. Thus, if you heavily load the rear of the car, it will sink lower. However, after you've driven for a few seconds, the hydraulic system will bring the rear up again, to a constant height above the road.

Low-rate coil springs have been used, to make your ride as smooth as possible, while the elegant interior is fitted to the same standard of excellence as the award winning Rover 3500.



Wide, deep, carpeted bootspace.

5-speed gearbox, full instrumentation.


Complete passenger comfort.

Standard fitted refinements.

In addition to the refinements fitted as standard to the Rover 2300, the 2600 offers:

Box pleated C.O.1 velour covered seats with colour matched facia and trim +carpeted luggage area+intermittent screen wipe facility+halogen headlamps+door open guard lights+ tachometer+ oil pressure gauge+bulb failure warning light+illuminated heater controls+5-speed manual gear box+self-levelling suspension resulting in automatic headlamp levelling+steel braced radial tyres+passenger door mirror+map and glovebox lights+power steering.

Options

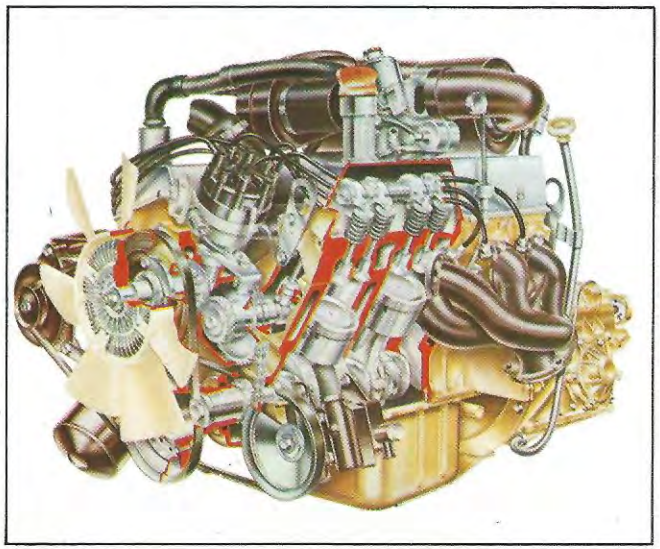
* Automatic transmission.
* Dunlop Denovo tyres (as illustrated).
* Tinted windows (as illustrated).
* Power operated front and rear windows (as illustrated).
* Rear seat belts.
* Front foglamps.
* Cast alloy wheels and 195-70 tyres.
* Push button radio and stereo-cassette player with 4-speakers.
* Metallic paint finish.
* Sunshine roof.
* Seat facings upholstered in leather.

Performance

These figures are supplied by Leyland Cars Engineering Division.

0–30mph (secs)	3.6
0–60mph (secs)	10.7
30–50mph 4th gear (secs)	9.6
Maximum speed (mph)	119
Mpg at constant 50mph	35.0
Touring mpg	26.0

The Rover 3500



So much has been written and said in praise of the new Rover 3500 that it is difficult not to think of it as the most significant new car in Britain today.

Time and again, favourable comment comes back to the quite extraordinary linking of big, V8 powered performance with a standard of fuel economy simply unexpected in a large car.

That is the result of the combination of unique design and engineering concepts in the new Rover. A special aid towards maximum performance and minimum petrol consumption is the 3500's electronic ignition system.

This reduces the need for engine tuning and ensures that the V8 engine is always running at its maximum efficiency. There are fewer moving parts to the new ignition system, less risk of failure or plug fouling and the engine can use this extra sparking efficiency to achieve a higher rate of revs; up to 6000 rpm.

The Rover 3500 is, obviously, an extremely satisfying car to drive. That pleasure is enhanced by the inclusion of power-assisted steering as a standard feature, giving effortless manoeuvrability and responsive handling to the car. A feature of the 3500 is a central door locking device. This enables the driver to lock and unlock all five doors in a single action.

The philosophy behind the new range of Rovers can be summed up in three parts: the setting of the highest possible motoring and safety standards: the achievement of those standards by the use of elegantly simple design and sound engineering principles and an attention to detail that leaves no area of the car less than perfect.

Electric windows, radio/stereo cassette player.

Ergonomically designed seats.

Standard fitted refinements.

In addition to those features fitted as standard to the Rover 2300 and 2600, the Rover 3500 offers:

Eight cylinder V configuration engine with aluminium cylinder heads and block+electronic ignition+tinted windows+electrically operated front and rear windows+rear seat belts+a push button radio and stereo cassette player with four speakers+front fog lamps+stainless steel wheel discs+central door locking system+underbonnet lights+mud flaps+wider section wheels and tyres.

Options

* Automatic transmission.
* Dunlop Denovo wheels and tyres.
* Cast alloy wheels and 195-70 tyres.
* Seat facings upholstered in leather.
* Sunshine roof.

Performance

These figures are taken from independent sources.

0–30mph (secs)	3.3
0–60mph (secs)	8.9
30–50mph (secs) (top gear)	11.1
30–50mph (secs) (4th gear)	7.6
Mpg at constant 50mph	33.9
Touring mpg	23.6

Model Features

2300

6-cylinder, 123 bhp engine with aluminium cylinder head, belt-driven ohc.
Diagnostic service plug.
Safety cut-out of fuel pump operated by oil pressure switch.
Twin SU carburettors.
Viscous drive cooling fan.
Independent strut front suspension with anti-roll bar.
Torque tube rear axle with variable rate coil springs, telescopic dampers.
Rack and pinion steering.
Collapsible steering column.
4-speed all-synchromesh gearbox.
Dual-line servo-assisted braking with automatic cut-out if front system fails.
Front disc brakes, self-adjusting drum rears.
5½" J x 14 safety ledge wheels with 175/HR-14 steel-braced radial ply tyres.
Fuel tank ahead of rear axle. Locking filler cap cover.
Pressure ventilated body sills.
Zinc-coated sill sections, full underseal, electrophoretic primer and thermoplastic gloss finish.
Stainless steel bumpers with elastomeric end capping.
4 beam Tungsten headlamps.
Hazard, fog rear guard and twin reversing lights.
Front door open warning reflectors.
Triplex 10/20 safety laminate windscreen.
Reclining front seats, head restraints.
Pleated C.O.1 velour seat trim.
Rear seat armrest.
Adjustable steering wheel, large safety pad.
Energy absorbing fascia with twin under-dash lockers.
Courtesy lights activated by all four passenger doors.
5th door boot lamp.
Cigar lighter.
Driver's door mirror with interior adjustment.
Seat-mounted inertia reel front seat belts.
Cut pile carpet, rubber trimmed luggage area.
2-speed wipers with flick wiper facility and electric washers.
Lane-change facility on direction indicators.
Rheostat-controlled instrument lighting and warning lights for: Ignition; Oil pressure; Fuel level; Handbrake/low fluid/brake circuit failure (2 levels); Seat belts; Heated rear window; Rear fog lamps; Mainbeam; Direction indicators; Choke. Battery condition, fuel and water temperature gauges.
Push-button radio and twin speakers.
Silver polycarbonate wheel trim with black wheel nuts.

2600 Features additional to, or replacing, those of the 2300.

6-cylinder, 136 bhp engine with aluminium cylinder head, belt-driven ohc.
Torque tube rear axle with constant rate springs and automatic levelling damper units.
5-speed all-synchromesh gearbox with overdrive 5th gear.
Power-assisted rack and pinion steering.
4 beam halogen headlamps.
Front door open warning lights.
Box pleated C.O.1 velour seat trim.
Colour matched interior trim including steering wheel.
Illumination for twin under-dash lockers.
Passenger map light.
Passenger door mirror.
Superior cut pile carpet in passenger area.
Fully carpeted luggage area.
Intermittent wiper facility.
Instruments include tachometer, oil pressure gauge.
Rheostat-controlled instrument lighting and additional warning light for bulb failure.
Black and silver polycarbonate wheel trims with chrome plated wheel nuts.

3500 Features additional to, or replacing, those of the 2300 and 2600.

V-8 cylinder, 155 bhp engine with aluminium cylinder heads and block.
Hydraulic tappets.
Electronic ignition.
6" J x 14 safety ledge wheels with 185/HR-14 steel-braced radial ply tyres.
Halogen foglamps.
Central door locking facility.
Electrically-operated side windows.
Rheostat-controlled instrument lighting and full complement of warning lights.
Push-button radio and stereo cassette player with 4 speakers.
Tinted windows.
Under-bonnet light.
Full diameter bright stainless steel wheel trims.
Inertia reel rear seat belts.
Metallic paint finish available at no extra charge.

PASSENGER CAR FUEL CONSUMPTION ORDER 1977

Model	Urban Driving		Constant Speed 56 mph (90 kph)		Constant Speed 75 mph (120 kph)	
	mpg	L/100 km	mpg	L/100 km	mpg	L/100 km
Rover 2300 Saloon Man. (4 speed)	17·5	16·1	32·9	8·6	27·4	10·3
Rover 2300 Saloon Man. (5 speed)	17·5	16·1	36·8	7·7	31·0	9·1
Rover 2300 Saloon Auto.	18·9	15·0	30·4	9·3	23·4	12·1
Rover 2600 Saloon Man.	18·5	15·3	38·2	7·4	30·2	9·4
Rover 2600 Saloon Auto.	19·1	14·7	34·1	8·3	25·9	11·2
Rover 3500 Saloon Man.	16·2	17·4	36·3	7·9	27·9	10·1
Rover 3500 Saloon Auto.	19·1	14·8	31·6	8·9	23·5	12·0

Fuel Consumption Tests
The results of the officially approved tests for this range of models in miles per gallon and litres per 100 kilometres are as shown.

Important Note
The results given here do not express or imply any guarantee of the fuel consumption of any particular car. Tests are not made on each car and there are inevitable differences between individual cars of the same model. Furthermore fuel consumption will be affected by particular modifications, by the driver's style and road and traffic conditions and by the extent to which a particular car has been driven and its standard of maintenance.

Information as to the result of officially approved tests on all cars tested is available for inspection by customers on any premises where these cars are displayed. (Effective from the 1st April, 1978.)

Important Notice: BL Cars Limited is constantly seeking to improve the specification, design and production of its vehicles and alterations take place continually. While every effort is made to produce up-to-date literature, this brochure should not be regarded as an infallible guide to current specification, nor does it constitute an offer for sale of any particular vehicle.
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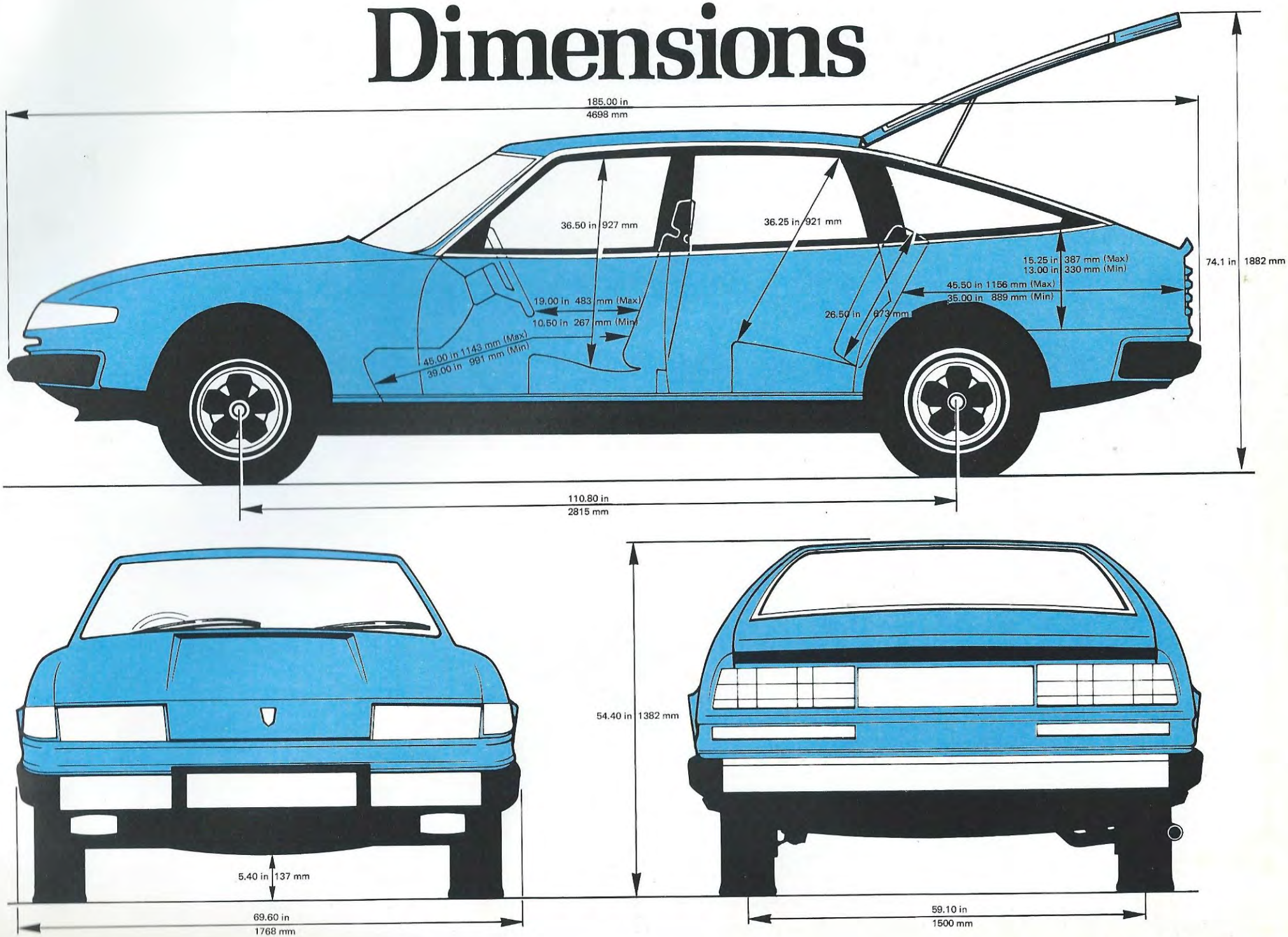
Dimensions


185.00 in
4698 mm
36.50 in 927 mm
36.25 in 921 mm
74.1 in 1882 mm
15.25 in 387 mm (Max)
13.00 in 330 mm (Min)
45.50 in 1156 mm (Max)
35.00 in 889 mm (Min)
19.00 in 483 mm (Max)
10.50 in 267 mm (Min)
26.50 in 673 mm
45.00 in 1143 mm (Max)
39.00 in 991 mm (Min)
110.80 in
2815 mm
54.40 in 1382 mm
5.40 in 137 mm
69.60 in
1768 mm
59.10 in
1500 mm

The Ultimate Rover

Above, a Rover 3500 with full standard specification and some of the available optional extras. Check with pages 14 to 19 to see what optional extras are available for the new Rover of your choice.

Rover

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